PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Mindy Meade/LBCo. **DATE:** October 1, 1992

FROM: Beth Mora

SUBJECT: **Cambridge January 1993 Mega Outlet Promotion Creative Brief**

Attached for your review is the creative brief for the 1993 Cambridge Mega Outlet promotion. Please review and call to discuss the details.

Thank you.

cc: C. Abbruscato
B. Mikulay
A. Sinha
J. Spector

D. Lynch/LBCo.
P. McGaan/LBCo.

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Source: https://www.industrydocuments.ucsf.edu/docs/tkxm0004